MAIN STREET AMERICA®
2026 Accredited

Olde Town Covington
An Accredited Main Street Community

JULY NEWSLETTER

540-969-4424
INFO@OLDETOWNCOVINGTON.COM
OLDETOWNCOVINGTON.COM
450 W. MAIN ST. SUITE 100
COVINGTON, VA 24426

Message from Olde Town Covington

Olde Town Covington, Inc continues to move forward with exciting momentum as we work to strengthen downtown businesses, support revitalization efforts, and create new opportunities throughout the community. From major grant submissions and building assessments to new business development and statewide recognition, there is a great deal happening across downtown Covington.

VIRGINIA Main Street

BIG NEWS
NEW BUSINESS SPOTLIGHTS

Olde Town Covington continues to grow, and we're excited to welcome several new businesses to our downtown district!

Mountain Life Hydration & Wellness has officially opened at 222 N. Court Avenue. Owned by Mandaly and Jason Howard, the wellness clinic offers IV hydration therapy, vitamin infusions, weight-loss injections, and treatments designed to support energy, immunity, and recovery. The beautiful renovation of the space has been a wonderful addition to downtown, and we're thrilled to welcome Mountain Life Hydration & Wellness to the district.

Reflecting on the opening, owner Mandaly Howard shared, "We're excited to open Mountain Life Hydration & Wellness and grateful for the support we've received from the City of Covington, Olde Town Covington, and so many people throughout the community. The encouragement we've received over the past several months has meant so much to us. We're looking forward to serving the Alleghany Highlands and providing a place where people can focus on their health and wellness close to home."

We're also excited to welcome **J. Kimberlin Esthetics**, located at 328 W. Hawthorne Street. Owner Jaimee Kimberlin offers a variety of skincare and beauty services, including facials, waxing, and eyebrow treatments. Online appointment booking makes planning a relaxing self-care day simple and convenient.

Another welcome addition is **Rise & Mend PLLC**, located at 310 W. Main Street. Owners Bethany Hagy and Christina Wright provide patient-centered counseling services for children, teens, and adults. Using evidence-based approaches, they help clients navigate trauma, anxiety, depression, ADHD, relationship challenges, and major life transitions.

Coming soon to downtown is **Faithful Bakes & Deli LLC**, located at 352 W. Main Street. Owned and operated by Faith Gordon, the bakery and deli will specialize in handcrafted sourdough breads and baked goods. We look forward to celebrating their grand opening in the near future.

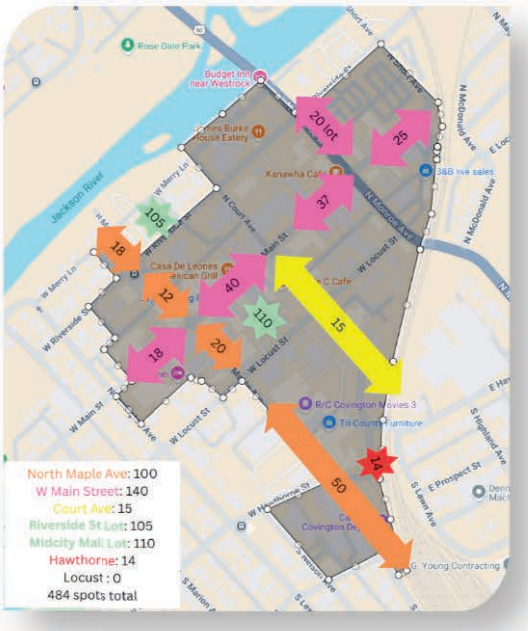
We are grateful for all of the entrepreneurs investing in our downtown and helping make Olde Town Covington an even more vibrant place to live, work, and visit.

Downtown Development & Revitalization Updates

Parking Project Highlight

This month, I was tasked with documenting the number of public parking spaces throughout the Main Street district. After completing a full inventory of the downtown area, I counted 484 public parking spaces within the district. This project provides valuable information for residents, visitors, and business owners while helping Olde Town Covington better understand current parking availability and identify future opportunities for downtown improvements.

— Peyton Colvin



Mountain Rush Roller Skating Rink Coming Soon!

Excitement is rolling into downtown! Mountain Rush is preparing to open its new indoor roller skating rink, providing another fun recreational destination for residents and visitors of all ages.

To celebrate the upcoming opening, pre-sale admission tickets are available for just $2.50, giving the community an affordable opportunity to be among the first to experience the new attraction.

Be sure to follow Mountain Rush for grand opening announcements, operating hours, and additional details. We look forward to welcoming another exciting entertainment venue to Olde Town Covington!

Community Partnerships & Events

Chris Neumer Photography Project

Chicago photographer Chris Neumer has begun photographing historic buildings throughout downtown as part of his Main Street Covington Series.
The first completed photographs feature The Friendly Fork, Greenways Real Estate & Auction, Tank's Gym, and Patsy's Dance Studio. Chris will return in August to photograph additional downtown buildings he has selected.
If you own a building or business and are interested in participating in this project, please contact Olde Town Covington, Inc. for more information.

Covington Lumberjacks Season Recap

The Covington Lumberjacks wrapped up their 2026 season on July 19, concluding another memorable summer at Casey Field.
One of the season's most meaningful evenings was ***Tommy Garten Memorial Night***, where the community came together to honor Tommy's legacy with a special ceremony, the Eric Workman Award presentation, exciting giveaways, and a spectacular fireworks show. Thank you to Greenway's Real Estate & Auction for sponsoring this unforgettable night.
We would also like to extend our sincere thanks to everyone who volunteered throughout the season and to the many fans who supported our concession stand.
We appreciate the local businesses, nonprofits, and community members who donated, sponsored promotions, and volunteered their time to help make this season a success. Your continued support plays an important role in creating a fun and memorable experience for our community.

Thank you for another outstanding season, we're already looking forward to seeing everyone back at Casey Field next summer!

Christmas Lights & Summer Nights

Olde Town Covington's Christmas Lights & Summer Nights was a wonderful evening of community, entertainment, and downtown fun! Residents and visitors gathered at Hotel Collins Park to enjoy live music from Cliffwood and Somber-Side, browse local vendors, admire classic cars at the cruise-in, and take in the unique display of Christmas lights in the middle of summer.

The event featured a variety of food options, a beer garden, and local businesses and restaurants that welcomed guests throughout the evening. Families, friends, and visitors from across the region came together to celebrate everything that makes downtown Covington special.

A heartfelt thank you goes out to our sponsors, volunteers, musicians, vendors, cruise-in participants, local businesses, city staff, and everyone who attended. Your support continues to make these community events possible and helps showcase the vibrant spirit of Olde Town Covington.

We look forward to seeing everyone at our upcoming downtown events!

UPCOMING EVENTS

Fall Flea Market

Join us **Saturday October, 3rd** from 8 a.m.–12 p.m. at the Covington Farmers Market for the Olde Town Covington Fall Flea Market. Shop local vendors, handmade goods, vintage finds, and more!

Thank You to Our Supporters

Olde Town Covington would like to thank our volunteers, sponsors, local businesses, property owners, city leadership, partner organizations, and community members for continuing to support downtown revitalization efforts.
Your support helps make progress possible.

Stay Connected

Follow Olde Town Covington for updates on downtown projects, business news, events, volunteer opportunities, and revitalization efforts. Together, we are continuing to build a stronger and more vibrant downtown Covington.

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VIRGINIA Main Street

FALL FLEA MARKET

OCT 3, 2026 8 AM - 12 PM

COVINGTON FARMERS MARKET

134 W Main St, Covington VA 24426

VENDORS WANTED:

Yard sale items, Local treasures, Handmade goods & Vintage finds

$10 for *10'x10'* space - $ 20 for *10'x20'* space

Find more information & vendor registration visit: **oldetowncovington.com**

FOR MORE INFORMATION AND VENDOR REGISTRATION:
HTTPS://OLDETOWNCOVINGTON.COM/EVENT/FALL-FLEA-MARKET/